

BEFORE  
THE PUBLIC SERVICE COMMISSION OF  
SOUTH CAROLINA

DOCKET NOS. 2005-238-C and 2005-407-C - ORDER NO. 2009-668

SEPTEMBER 24, 2009

IN RE: Docket No. 2005-238-C – Application of	)	ORDER APPROVING
Embarq Communications, Inc. d/b/a Embarq	)	NAME MODIFICATION
(f/k/a Sprint Long Distance, Inc.) for a	)	
Certificate of Public Convenience and	)	
Necessity to Provide Intrastate Resold	)	
Telecommunications Services and for	)	
Alternative Regulation and for Waiver of	)	
Certain Commission Rules	)	
	)	
and	)	
	)	
Docket No. 2005-407-C – Application of	)	
Embarq Communications, Inc. d/b/a Embarq	)	
(f/k/a Sprint Long Distance, Inc.) for a	)	
Certificate of Public Convenience and	)	
Necessity to Provide Resold and Facilities-	)	
Based Competitive Local Exchange Service	)	

This matter comes before the Public Service Commission of South Carolina (the “Commission”) on the request of Embarq Communications, Inc. d/b/a Embarq (“ECI” or the “Company”) for approval of a modification of the Company’s name by which it will be doing business in South Carolina. ECI proposes to adopt CenturyLink Communications as a new “doing business as” (d/b/a) or trade name with regard to offering telecommunications services in South Carolina. The d/b/a of CenturyLink Communications will replace the Company’s current d/b/a of Embarq.

ECI is presently certificated by this Commission to provide intrastate resold interexchange telecommunications services within the State of South Carolina in Docket No. 2005-238-C pursuant to Order No. 2005-689, issued December 8, 2005, and the Company is also certificated to provide local exchange telecommunications services in Docket No. 2005-407-C pursuant to Order No. 2006-167, issued March 17, 2006. These certifications were granted in ECI's former name of Sprint Long Distance, Inc. By Order No. 2006-233, and as amended by Order No. 2006-233(A), the Commission approved a corporate name change of the Company to its current name of Embarq Communications, Inc. d/b/a Embarq.

By letter from the Company's counsel, received August 31, 2009, ECI advises the Commission of the Company's desire to do business in South Carolina using a d/b/a name of CenturyLink Communications as a result of the parent company merger between CenturyTel, Inc. and Embarq Corporation. By the use of "CenturyLink Communications" as a d/b/a name, ECI states that it will no longer use the Company's current d/b/a name of Embarq. According to ECI, all customers of the Company have been notified of ECI's use of the CenturyLink name by bill message, bill insert, and/or letter. Therefore, ECI requests that the Commission approve the name modification without requirement of publication. ECI files with its request copies of the notifications provided to its customers. According to ECI's notifications, there will be no change to customers' plans, rates, features, terms and conditions of service as a result of the merger and name modification.

Because of the fact that the rates, terms, or conditions of telecommunications services provided by ECI to its customers are not affected and all customers have been notified, we hereby grant waiver of publication of the Notice of Filing. After review and consideration of ECI's request for the name modification, the Commission concludes that the request for approval of "CenturyLink Communications" as a trade name to the Company's name should be granted.

IT IS THEREFORE ORDERED:

1. That the request of Embarq Communications, Inc. d/b/a Embarq for approval of the addition of "doing business as" (d/b/a) or trade name to the Company's name is approved, and Embarq Communications, Inc. d/b/a Embarq is hereby authorized to utilize "CenturyLink Communications" as a trade name for its telecommunications services provided in South Carolina, and accordingly, the Commission's records will hereby be amended to reflect ECI's deletion of "Embarq" as a trade name and the adoption of the trade name of "CenturyLink Communications".

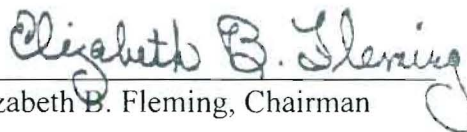
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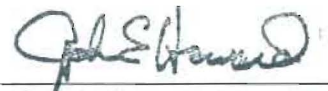
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2. That this Order shall remain in full force and effect until further order of the Commission.

BY ORDER OF THE COMMISSION:

  
Elizabeth B. Fleming, Chairman

**ATTEST:**

  
John E. Howard, Vice Chairman

(SEAL)